

This Booklet Prepared as a Service to  
Lumber and Building Material Dealers By the  
Producers of **ZONOLITE BRAND VERMICULITE**



# NREDA ADVERTISING CALENDAR

MONTHLY THEMES	WEEKLY ADVERTISING THEMES	HOT SPOT AND WINDOW DISPLAYS	FLOOR DISPLAYS	STATEMENT ENCL.	ENVELOPE STAMPS AND TRUCK SIGNS
<b>January</b>	<p>Put your redie up up—your home of your own</p> <p>Plan now to build your new home Renovate the interior of your home Modernize your farm building Add an extra room Clearance Sale—odd's and ends Invitation to see and see Buy rolling app. sliding Combination door and window</p>	<p>Gifts and gifts Bedroom, kitchen Room, porch Invitation Home expansion</p>	<p>Callings Floor Floor covering Paint</p>	<p>Hour glass Hanging Paint</p>	<p>New home Your only redie up —at home of your own</p>
<b>February</b>	<p>Put your redie up up—your home of your own</p> <p>Save space for your new home Renovate the interior of your home Build a new home Steel term buildings and more Invitation to see and see Renovate and redecorating Replace your floor Paint up, clean up, fix up Replace your ending</p>	<p>Callings Floor Floor covering Paint</p>	<p>Hour glass Hanging Paint</p>	<p>New home Your only redie up —at home of your own</p>	<p>Put your redie up up—your home of your own</p>
<b>March</b>	<p>Put your redie up up—your home of your own</p> <p>Save space for your new home Renovate the interior of your home Build a new home Steel term buildings and more Invitation to see and see Renovate and redecorating Replace your floor Paint up, clean up, fix up Replace your ending</p>	<p>Callings Floor Floor covering Paint</p>	<p>Hour glass Hanging Paint</p>	<p>New home Your only redie up —at home of your own</p>	<p>Put your redie up up—your home of your own</p>
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<b>May</b>	<p>Put your redie up up—your home of your own</p> <p>Save space for your new home Renovate the interior of your home Build a new home Steel term buildings and more Invitation to see and see Renovate and redecorating Replace your floor Paint up, clean up, fix up Replace your ending</p>	<p>Callings Floor Floor covering Paint</p>	<p>Hour glass Hanging Paint</p>	<p>New home Your only redie up —at home of your own</p>	<p>Put your redie up up—your home of your own</p>







<b>July</b>	Build that fine new home now	Start your new home now	Rejoice and rejoice in your home	New front bulletin board	Building new garage or carport	Add a room	Enjoy life in your new home	Make your porch a living room	Modernize your kitchen	Stay cool in insulation	Clearance, clean odds and ends	Yard and garden	House plans	Rejoice and rejoice in your home	Start your new home now
<b>August</b>	It's easy to build or remodel the... (Your Name) way	Enjoy the thrill of a new home	Fix up your home for all	Build a new garage	Rejoice and rejoice in your home	Improve your farm (commercial) building	Paint your pipe, walls	Stay cool in insulation	Modernize your kitchen	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home
<b>September</b>	Snugg up for winter	Get your home ready to winter	Insulate your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home
<b>October</b>	It's time to condition your home for winter comfort	Be comfortable in winter	Insulate your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home	Rejoice and rejoice in your home
<b>November</b>	Make your home more efficient — modernize it now	Make your home more efficient	Modernize your kitchen	Make cold days more comfortable	Fix up your home for Christmas	Buy up your home for Christmas	Give him a hobby, come!	Give him a hobby, come!	Give him a hobby, come!	Give him a hobby, come!	Give him a hobby, come!	Give him a hobby, come!	Give him a hobby, come!	Give him a hobby, come!	Give him a hobby, come!
<b>December</b>	Put your home on your Christmas list	Put your home on your Christmas list	Give him a hobby, come!	Use Christmas gift certificates	Remodel your home	Check your home for repairs	New, cost-effective solution — the more pleasure from your home this year	Christmas presents	Christmas gifts	Kitchen	Put your home on your Christmas list	Christmas presents	Christmas gifts	Kitchen	Put your home on your Christmas list

ZAI 002358

Supplied as a Service to Lumber and Building Material Dealers by the Producers of ZONOLITE BRAND VERMICULITE



**THIS**

	<p><b>THE NEW</b>  <b>WORLD</b>  <b>OF THE</b>  <b>WORLD</b>  <b>OF THE</b>  <b>WORLD</b></p>
	<p><b>THE NEW</b>  <b>WORLD</b>  <b>OF THE</b>  <b>WORLD</b>  <b>OF THE</b>  <b>WORLD</b></p>
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	<p><b>THE NEW</b>  <b>WORLD</b>  <b>OF THE</b>  <b>WORLD</b>  <b>OF THE</b>  <b>WORLD</b></p>

**ZA 002361**

**NOT THIS**

# ERNIE'S BUILDING MATERIALS

<p><b>Plywood Panels</b></p> <p><b>\$4.45</b></p>	<p><b>TENNIS TABLE TOPS</b></p> <p><b>\$17.</b></p>	<p><b>No. 10 Plywood</b></p>
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**Use Our Christmas Layaway Plan!**

<p><b>Crown Cofee</b></p> <p><b>CA BROWN</b></p>	<p><b>WORK BENCHES</b></p>	
<p><b>R.P. JONES</b></p> <p><b>CA BROWN</b></p>	<p><b>FIREPLACE FIXTURES Beautiful Brass</b></p>	

**ERNEST & SON**

## ERNIE'S

812 South First  
Green River Wyo.

**MASONRY**

**BRICKS**

Note the "hodge-podge" created in this ad by the use of many different kinds of type, illustrative matter, and the arrangement of the elements. The ad is hard to read . . . information is incomplete, poorly organized.



shows what's  
for sale!

gives the  
price!

tells what's  
good about it!

tells where  
to buy it!

asks for the  
order!

**LIEBER'S** QUALITY BUILDING Materials

**A CHECK LIST of Home Improvement Ideas for '54**

1. Add Your Home's Living Room With a Family Needs With a NEW ROOM DIVIDER

2. Add Your Home's Living Room With a Family Needs With a NEW ROOM DIVIDER

3. Add Your Home's Living Room With a Family Needs With a NEW ROOM DIVIDER

4. Add Your Home's Living Room With a Family Needs With a NEW ROOM DIVIDER

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8. Add Your Home's Living Room With a Family Needs With a NEW ROOM DIVIDER

9. Add Your Home's Living Room With a Family Needs With a NEW ROOM DIVIDER

10. Add Your Home's Living Room With a Family Needs With a NEW ROOM DIVIDER

**LIEBER'S**  
There's a Lieber's Lumber and Building Material Store in Your Neighborhood

<b>CHICAGO</b> 219 W. Franklin St. Ph. 6-1503	<b>MEENAH</b> 133 Lake St. Ph. 2-2830
<b>NEW LONDON</b> Phone 45	<b>SAUKALWA</b> Phone 6-1813

SHERWOOD Phone 25 R 1

**START TO PLAN YOUR SPRING BUILDING NOW! LET LIEBER'S HELP! FREE ESTIMATES**

What is it you're selling? Tell the reader in the headline of your ad or in the illustration. What are its benefits—why is it better than competitive products? Tell the reader in subheads and in the copy. How much does it cost? Give the reader the price per unit or, better still, the price of an average

installation. Tell exactly what that price includes. Give bold, complete store name and location information. This can be done at both top and bottom of the ad, space permitting. Include the phone number. List branch stores and their locations and phone numbers.

ZAI 002363





Our thanks to the National  
Retail Lumber Dealers' Association  
For Their Guidance in the  
Preparation of this Booklet



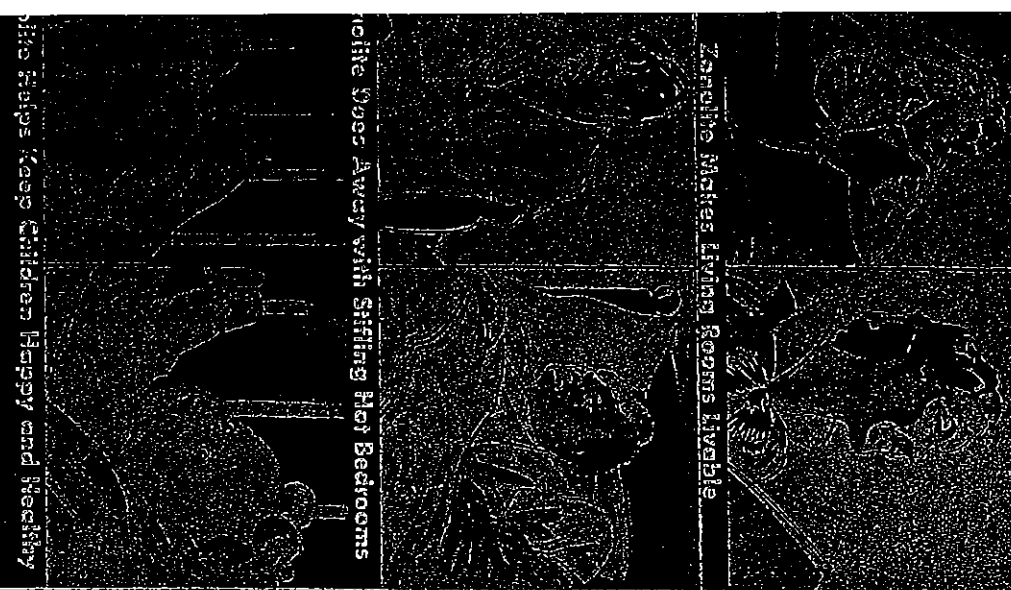
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Producers of **ZONOLITE BRAND VERMICULITE**





**KEEPS YOUR HOME**  
*What is ZONOLITE?*  
**IN THE Compact Zone**

**INSULATED... ZONOLITE**



*Zonolite Makes Living Rooms Livable*

*Keeps Kids Away with Sifting Hot Bedrooms*

**WHERE IS ZONOLITE INSTALLED?**

**IN WALLS**  
Zonolite is installed in the walls of the room to be insulated. It is applied in a thin layer, and it is so light that it can be applied to any wall without the need for special equipment. It is so easy to apply that it can be done by anyone. It is so effective that it will keep the room warm in winter and cool in summer. It is so durable that it will last for many years. It is so economical that it will save you a great deal of money. It is so easy to install that it will be done in a few hours. It is so effective that it will keep the room warm in winter and cool in summer. It is so durable that it will last for many years. It is so economical that it will save you a great deal of money. It is so easy to install that it will be done in a few hours.

**WHERE IS ZONOLITE INSTALLED?**

**IN WALLS**

**IN UNFINISHED ATTICS**  
Zonolite is installed in the attic of the house to be insulated. It is applied in a thin layer, and it is so light that it can be applied to any attic without the need for special equipment. It is so easy to apply that it can be done by anyone. It is so effective that it will keep the house warm in winter and cool in summer. It is so durable that it will last for many years. It is so economical that it will save you a great deal of money. It is so easy to install that it will be done in a few hours.

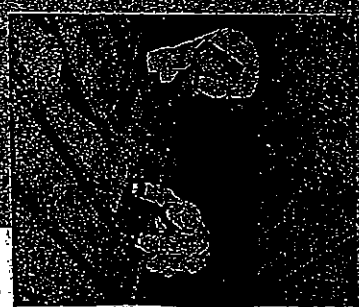
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ZAI 002069

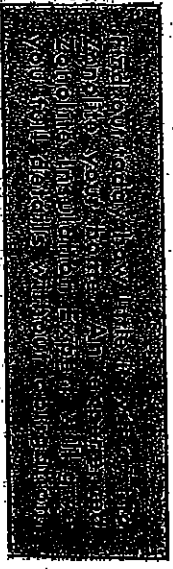


**ZONOLITE IN THE ATTIC  
ALONE WILL MAKE  
A GREAT DIFFERENCE!**

By far, the greatest heat passage is through the roof and attic. Insulate your attic with Zonolite and you will immediately notice the difference. Rooms become from 8 to 15 degrees cooler than outside temperatures. Many home owners insulate their attics first, then side walls later, thus gradually and inexpensively obtaining a perfectly insulated house.

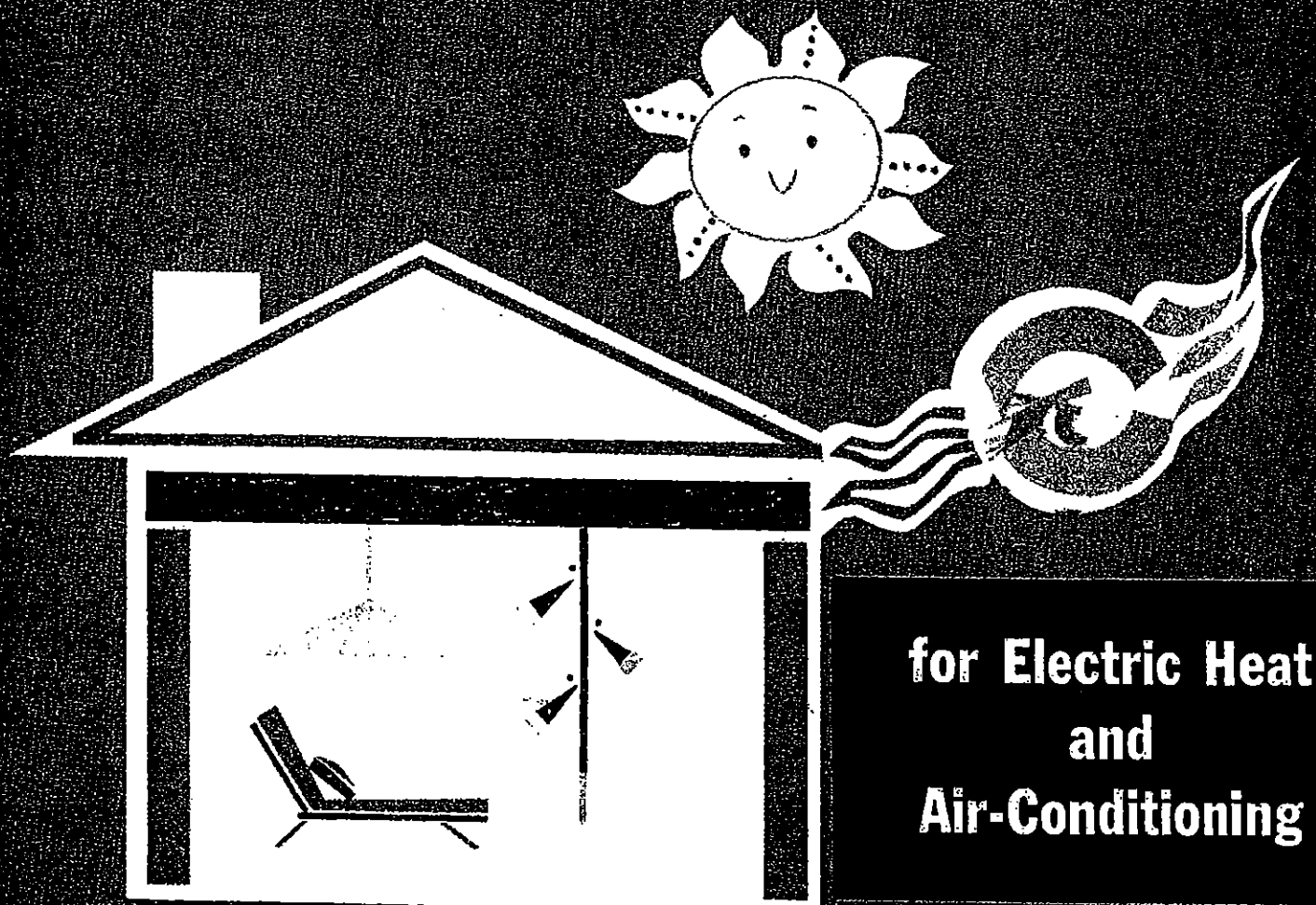
**ZONOLITE BRINGS YEAR  
'ROUND COMFORT...  
and SAVES FUEL**

When temperatures drop to the point where your furnace is needed, Zonolite is still your friendly guardian. It keeps out cold and drafts... keeps in supplied heat. Thus, less fuel is needed to maintain rooms at constant, comfortable temperatures, and Zonolite saves you money while protecting you from changes in the weather.





# **ZONOLITE INSULATIONS**



**for Electric Heat  
and  
Air-Conditioning**

ZAI 001426



# ZONOLITE INSULATION

04512422

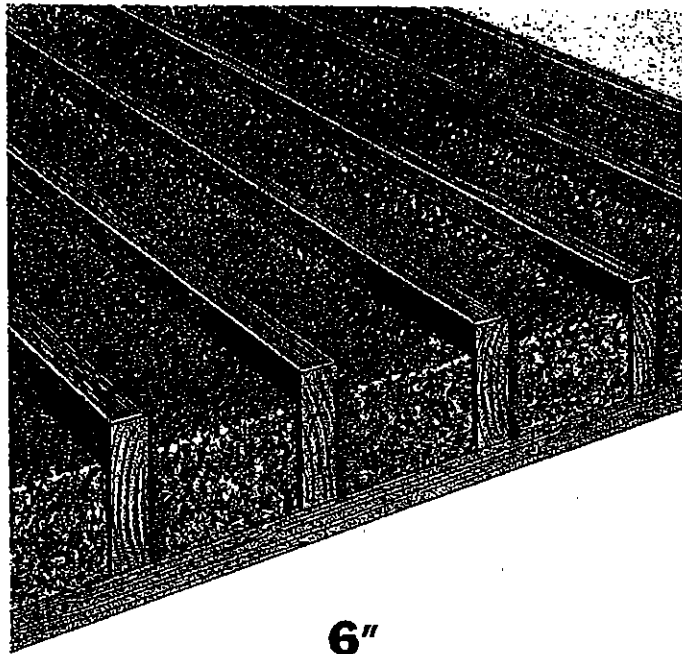
## INSULATING FILL

for CEILINGS

Zonolite vermiculite Insulating Fill is a free-flowing granular material well-suited to horizontal areas, such as attics. When installed to proper thicknesses, it affords sharp reduction in electric heating and cooling costs, and added comfort for occupants.

Zonolite Insulating Fill can be poured over existing insulation which has settled, or which was applied at insufficient thickness. It will fire-protect underlying combustible materials and fill voids along attic joists, around pipes, wiring, or braces.

Zonolite vermiculite is packed in 4-cubic foot bags weighing only 20-25 lbs. Its lightness aids in easy transporting and installation.



6"

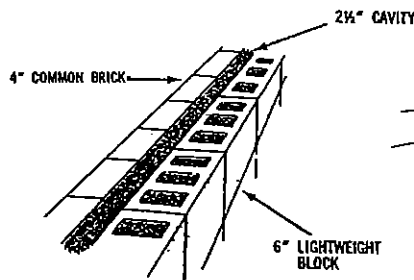
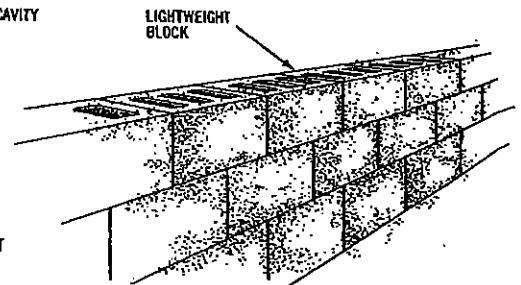
### ● MINIMUM RECOMMENDED THICKNESS

## MASONRY FILL

for BRICK  
and BLOCK WALLS

Zonolite water-repellent Masonry Fill is a patented\* insulating material designed to fill cores of concrete blocks or cavities in brick and tile constructed walls.

It fills the need for an insulation that will greatly increase over-all thermal efficiency of masonry walls. Heat transfer is reduced up to 50% — and more — with Zonolite Masonry Fill in the walls (See "U" value tables at right).

12" BRICK & BLOCK  
CAVITY WALL

LIGHTWEIGHT BLOCK

ZAI 001427

## FEATURES:

**CUTS HEATING COSTS**—Doubles insulation value of masonry walls.

**SAVES ON AIR CONDITIONING**—Lowers cooling costs, often saves on initial equipment.

**ADDS COMFORT**—Provides better temperature control in summer and winter.

**EASILY INSTALLED**—Flows freely in cores or cavities.

**WATER-REPELLENT**—Will not permit moisture to be transmitted across cavity or through cores.

**NON-SETTLING**—Supports its weight with no problem of settlement.





04512423

# ION for electric heat and air-conditioning

## 4 POINTS OF SUPERIORITY

1. **LOW COST IN PLACE**—Low in material and application cost — as little as 1/3 as much as other products.

2. **PERMANENT**—Retains its efficiency — definitely.

3. **WATER-REPELLENT**—Zonolite Insulating Fill or water-repellent Masonry Fill may be employed as fill between wood sleepers over concrete floors. Consult your Zonolite office for proper material and correct placement of vapor barrier. Ideal for gymnasiums, auditoriums, cafeterias, bowling alleys. Affords sound-deadening and insulation benefits.

4. **CONCRETE BLOCK WALLS**—Zonolite Insulating Fill or water-repellent Masonry Fill may be employed as fill between concrete blocks. Consult your Zonolite office for proper material and correct placement of vapor barrier. Ideal for gymnasiums, auditoriums, cafeterias, bowling alleys. Affords sound-deadening and insulation benefits.

5. **CAVITY WALLS**—Zonolite Insulating Fill or water-repellent Masonry Fill may be employed as fill between concrete blocks. Consult your Zonolite office for proper material and correct placement of vapor barrier. Ideal for gymnasiums, auditoriums, cafeterias, bowling alleys. Affords sound-deadening and insulation benefits.

6. **SOLID BRICK AND BLOCK WALLS**—Zonolite Insulating Fill or water-repellent Masonry Fill may be employed as fill between concrete blocks. Consult your Zonolite office for proper material and correct placement of vapor barrier. Ideal for gymnasiums, auditoriums, cafeterias, bowling alleys. Affords sound-deadening and insulation benefits.

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## USE OF INSULATION BETWEEN SLEEPERS

Either Zonolite Insulating Fill or water-repellent Masonry Fill may be employed as fill between wood sleepers over concrete floors. Consult your Zonolite office for proper material and correct placement of vapor barrier. Ideal for gymnasiums, auditoriums, cafeterias, bowling alleys. Affords sound-deadening and insulation benefits.



## COEFFICIENTS OF HEAT TRANSMISSION

### CONCRETE BLOCK WALLS

Wall Thickness, inches	Type of Block	Uninsulated		Insulated					
		Block Only	1" Furring and Plaster	Block Only	Furring and Plaster*		2" Furring Insulated		
					Uninsulated	Insulated			
6	Lightweight	2.5 .40	.24 4.2	3.9 .26	.18 5.6	.15 6.7	.11 9.1		
8	Lightweight	3.0 .33	.21 4.8	5.9 .17	.13 7.7	.11 9.1	.09 11.1		
8	Sand and Gravel	1.9 .53	.29 3.5	3.8 .36	.23 4.4	.18 5.6	.13 7.7		
12	Lightweight	3.3 .30	.20 5.0	6.7 .15	.12 8.3	.11 9.1	.09 11.1		
12	Sand and Gravel	2.1 .47	.27 3.7	3.0 .33	.22 4.6	.17 5.9	.12 8.4		

\* 1/2 in. gypsum lath and 1/2 in. of vermiculite-gypsum plaster

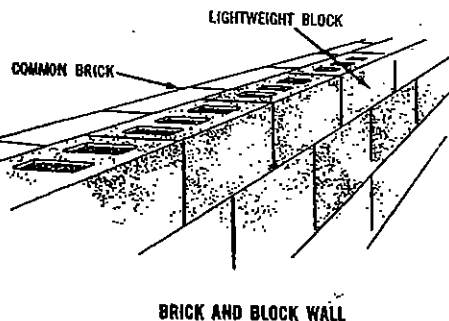
### CAVITY WALLS — 2 1/2" Cavity

Wall Thickness, inches	Type of Block	Uninsulated		Insulated		Uninsulated		Insulated	
		Block Only	1" Furring and Plaster	Block Only	1" Furring and Plaster	Block Only	1" Furring and Plaster	Block Only	1" Furring and Plaster
4"	Concrete Block (Sand & Gravel)	Uninsulated	.34 2.9	Insulated	.13 7.7	.30 3.3	.13 7.7	.25 4.0	.10 10.0
4"	Concrete Block (Cinder) or 4" Clay Tile	Uninsulated	.30 3.3	Insulated	.13 7.7	.27 3.7	.12 8.3	.21 4.8	.11 9.1
4"	Concrete Block (Lightweight)	Uninsulated	.27 3.7	Insulated	.12 8.3	.24 4.2	.12 8.3	.21 4.8	.11 9.1
6"	Concrete Block (Lightweight)	Uninsulated	.26 3.9	Insulated	.12 8.3	.23 4.4	.11 9.1	.20 5.0	.10 10.0
8"	Concrete Block (Lightweight)	Uninsulated	.22 4.6	Insulated	.11 9.1	.21 4.8	.11 9.1	.18 5.6	.10 10.0
4"	Face Brick	Uninsulated	.37 2.7	Insulated	.14 7.1	NA	NA	NA	NA
4"	Common Brick	Uninsulated	.33 3.0	Insulated	.13 7.7	.29 3.5	.13 7.7	NA	NA

\* Aggregate same as interior wythe.  
NA — Indicates figures not applicable

### SOLID BRICK AND BLOCK WALLS

Wall Thickness, inches	Type of Block	Uninsulated		Insulated		Uninsulated		Insulated	
		Block Only	1" Furring and Plaster	Block Only	1" Furring and Plaster	Block Only	1" Furring and Plaster	Block Only	1" Furring and Plaster
6"	Concrete Block (Lightweight)	Uninsulated	.34 2.9	Insulated	.13 7.7	.30 3.3	.13 7.7	.25 4.0	.10 10.0
8"	Concrete Block (Lightweight)	Uninsulated	.29 3.5	Insulated	.16 6.3	.26 3.9	.15 6.7	.21 4.8	.11 9.1
8"	Concrete Block (Sand & Gravel)	Uninsulated	.43 2.3	Insulated	.31 3.2	.37 2.7	.28 3.6	.33 3.0	.13 7.7



**LOW COST IN PLACE**—Low in material and application cost — as little as 1/3 as much as other products.

**PERMANENT**—Retains its efficiency — definitely.

ZAI 001428



